

Application Guidelines:

Thank you for applying to the **Retail Education Scholarship Program!**

Please review this document carefully as it includes all the information necessary to successfully apply for a scholarship.

Should you have any questions, you can contact the Retail Council of Canada's Education team at scholarship@retailcouncil.org or call us at 1-888-373-8245.

Best of luck on your Application!

Scholarship Application Process:

Who is eligible to apply?

To be considered for one of the scholarships, applicants must meet one the following criteria:

- Enrolled full-time or part-time at a Canadian college or university in Fall 2019
- Enrolled in a Canadian high school
- Pursuing a retail, business or marketing/design-related program
- Currently working part-time or full-time within the retail industry

What do applicants need in order to apply?

- 1. Complete the online application and release form** – Application form found on RCC's Application Website - <https://retailcouncilcanada.fluidreview.com/>
- 2. Official transcript from either a high school or post-secondary institution**
- 3. A reference letter (200 words max.) from current employer that includes the following:**
 - Applicant's demonstrated and continued commitment to the retail industry
 - Ways in which the applicant has distinguished him/herself from other employees
 - Reasons explaining why the applicant is deserving of this scholarship
 - Current employer/supervisor contact information
- 4. Make Retail your Career!" Applicant Statement (250 words max.)**

A career in retail! Retail is an industry that offers professionals working with new challenges and opportunities every day. It's fast and exciting and requires talented individuals to fill each role, from front-line customer service and store management to data analysis and cyber security.

Tell us why you're one of these special professionals. In a 250-word essay, explain your passion for retail and the reasons you want to pursue a career within this exciting and fast-paced industry.

5. Brand Trust Presentation

As part of the 2019 application, each candidate is asked to develop a 3-5 minute presentation that 1) identifies a retailer in Canada and 2) explores how this retailer is excelling and delivering in three areas of brand trust: competence, experience and value. Please source the research you have used in formulating your position.

To get inspired, please read PWC'S recent article entitled Brand Trust: The retailer's not-so secret weapon, 2018, <https://www.pwc.com/ca/en/industries/retail-consumer/brand-trust.html>

According to the PWC article, brand trust can be defined as the ability of a customer to rely on a retailer because of expectations that the retailer has promised. Trust can be further broken down into three areas:

- 1. Competence Trust:** The most traditional way of thinking of brand trust. It defines the relationship between a retailer and its customers. To keep a customer's trust, a retailer must change with their customers' expectations.
- 2. Experience Trust:** Defined as purchasing experience a customer has (in-store and online) with a retailer. Can a customer find what they are looking for, the availability of the product, and seamless experience in purchasing of a product?
- 3. Value Trust:** Describes the shared values between a retailer and its customers. This aspect of brand trust is fast becoming a part of companies' efforts to attract and build relationships. Customers want quality products; however, they also want to know that their purchases aren't contributing to climate change or causing environmental damage, supporting human rights and much more.

Presentation Submission Requirements:

- Must introduce yourself including name & current retail position
- Use a combination of videos, text, images and/or animation to address the statement above
- Presentation submission should be between 3-5 minutes in length
- Please have as minimal background noise as possible
- All sources must be cited - No uncopyrighted material (music, images etc.)
- Presentations / Videos must be filmed **horizontally**. Wide screen / 16:9 / Landscape
- Presentations should be .pptx .mp4, .mov, and .avi file types only. Please note: your presentation must be able to play on both Mac and PC Platforms
- Speak slowly, clearly and show enthusiasm
- Suggested programs to create a presentation: PowerPoint, iMovie, Windows Media Player, Animoto, Kizoa to name a few.

6. Proof of applicant's enrolment in a Canadian post-secondary institution.

One of the following will suffice:

- Letter of acceptance or conditional letter of acceptance
- Proof of tuition payment
- Letter from Office of Registrar

Please note: This scholarship program is for students who are enrolled in or applying to retail, business or marketing-related post-secondary programs in Fall 2019. If you are not enrolled or applying to one of these programs or attending school in Fall 2019, your application will NOT be considered.

Application Deadline – April 1, 2019

Retail Council of Canada must receive applications on or before April 1, 2019. Late applications will not be considered.

How to Apply:

Please click on the following link to start the application process. Please note: the 2019 application process is completed online at <https://retailcouncilcanada.fluidreview.com/>

1. Create your account in Retail Council of Canada's Application website
2. Click on 2019 Scholarship Program / Programme de bourses d'études 2019 to start the process
3. Fill out the Application Form
4. Upload your Application to application website – PDF or Word file format accepted only
5. Upload your Presentation – Please refer to the "Presentation Requirements" for upload details
6. Scan and Upload reference letter directly to application website
7. Scan and Upload proof of enrolment directly to application website
8. Mail in transcripts to the address listed below – Please note that all transcripts must be received before deadline. You will receive confirmation in the application that the transcripts have been received in the transcripts section of your application webpage

Retail Education Scholarship Program
c/o Retail Council of Canada
1881 Yonge Street, Suite 800
Toronto, ON M4S 3C4

For your application to be considered, you must follow the above steps. **Mailed-in applications and/or additional information will NOT be considered.** The information collected in this account is only used for the 2019 Retail Education Scholarship Program.

Parent / Guardian Account:

Parents / guardians can have an account set up to review their child's application. Retail Council of Canada (RCC) requires legal guardians of persons under the age of 18 wishing to apply for a Retail Education Scholarship to read, complete and digitally sign on behalf of their child wherever required on the following attached Retail Education Scholarship application form, Privacy Disclosure and Release form.

Legal guardians must also grant permission for their children under the age of 18 to participate in the Retail Education Scholarship Program. Persons under the age of 18 will not be considered for a Retail Education Scholarship until the legal consent form and release form in the application have been digitally signed by the Parent / Guardian Account.

To create a Parent / Guardian Account and attach it to your child's account:

1. Please have your child create their account in the 2019 Retail Council of Canada's Application website. Please see instructions above.
2. Once in your child's account, on the right-hand side of the page, please click Add Team Member.
3. Your child can enter your name and email address and an email will be sent automatically from our system to the parent/guardian to provide access to the account.

Please note that the information collected in this account is only used only for the 2019 Retail Education Scholarship Program.

Frequently Asked Questions:

How are the applications processed?

- Applications will be reviewed by a panel of retail industry experts.
- Every effort will be made to engage a cross-section of Canadian industry professionals who possess a range of experience in the review process.

When will applicants know if their submission has been successful?

- The review process typically takes about four to six weeks.
- A decision will be made on or around May 15, 2019.

What does the selection process involve?

- Applicants' submissions will be evaluated on the criteria outlined in the "What do applicants need in order to apply?" section.
- We will evaluate to what extent applicants have demonstrated an interest in pursuing a career in retail and what degree of thought they have put into the ways they will make an impact on the retail industry.

Tips for submitting a scholarship application:

1. Please ensure that you meet the outlined requirements.
2. Start the application process early.
3. Take your time writing and developing your scholarship essay and presentation.
4. Reference letters and transcripts take time... plan ahead.
5. Follow the award criteria as closely as possible, as this is what you will be judged on.
6. Think creatively about how you will present your submission.

Preparation:

1. **Allow yourself time** – ensure that you provide yourself with enough time to prepare your research and thoughts. Providing yourself with at least two weeks will enable you to properly prepare.
2. **Read the scholarship topic carefully** – ensure that you understand the purpose of the question and the information that it seeks from you.
3. **Do your research** – combined with your education and intuitional insights concerning the retail industry, do as much research as possible (newspaper and magazine articles, websites, textbooks, etc.) to reinforce the position that you take in your essay and to support your ideas with examples and case studies.
4. **Outline your thoughts** – it's always a good idea to begin formulating your thoughts by roughly outlining them in a document before you begin writing. Include main points with supporting thoughts, ideas and examples. This will help you determine your flow of information before you begin writing your essay.

Writing the Essay/Presentation:

1. **Believe in your response** – as soon as you've completed the required research and preparation, ensure that you understand your own position and believe in it. Be sure you have all of your information and ideas formulated with enough supporting information.
2. **Understand your audience** – when writing your essay/presentation, keep in mind the audience that you're writing for and cater your language and response accordingly.
3. **Originality is a must** – be sure to answer the question in your own words, leveraging your own thoughts and experiences. The scholarship committee wants to learn about what you have to say about the topic and your related experiences.
4. **Lead with a solid introduction** – It is imperative to get the reader's attention within the first few lines. Lead with the answer to your essay question, followed by three supporting thoughts/ideas/facts. Leading this way will allow you to properly formulate your response and will also ensure a seamless flow to your essay.
5. **Link your information** – based on your introduction, ensure that each supporting point is included within the body paragraphs of your essay. Each point put forward that supports your response must be expanded upon and explained concisely within the essay.
6. **Avoid plagiarism** – based on your independent research and ideas, ensure that your essay is written using your own thoughts, ideas in your own words.
7. **Ensure a strong conclusion** – be sure to tie your main supporting points to the objective of your response in the conclusion. The conclusion is your final opportunity to persuade the reader.

Review:

1. **Seek feedback** – once you have finished writing your essay, give it to teachers, professionals, friends, family and anyone else whose opinion you value for their feedback and insights.
2. **Revise... and revise again** – once feedback has been received and applied to your essay/presentation, be sure to read and review your essay/presentation carefully. Be sure that your response and ideas are stated clearly, the information presented is accurate and that you eliminate any difficult phrases, grammar or mistakes in punctuation.